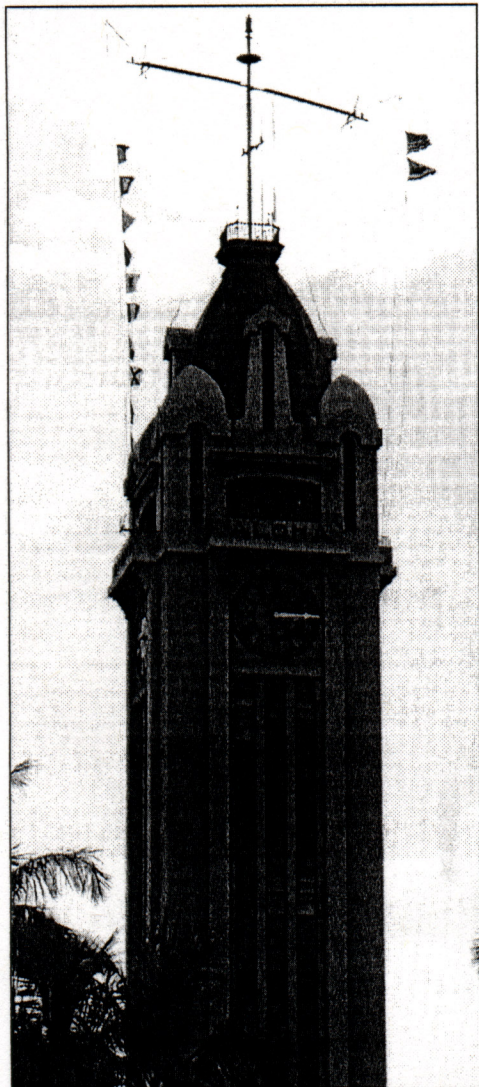


Liberty Call

Hawaii's official greeter

Aloha Tower...a lasting impression



JO3 Erin Carlson photo

Above: Standing at 184 feet two inches with a 40-foot flag staff topped by a time ball, Honolulu's "tallest skyscraper" officially opened in June 1926.

Right: In 1994 Aloha Tower Marketplace was built around the historic Aloha Tower located in Honolulu at Piers 8-11, a historic waterfront location.

BETWEEN 1840 and 1950, Honolulu Harbor was growing as a major provisional port for whaling ships and by the 20th century, sailing ships were becoming obsolete and replaced by steamboats.

To meet the increased maritime traffic, C.W. Winstead and the National Construction Company began construction on a 10-story steel and concrete structure.

In 1926, Honolulu's fathers completed what they thought was a fitting structure to hail the periodic boatloads of tourists then calling at Honolulu Harbor. Appropriately enough, the building was called "Aloha Tower," and, in the many years since it was built, it has become a trademark of Hawaii throughout the world.

Since travel to the Islands was done then entirely by sea, the building was intended to create a lasting impression, both for arriving passengers and a farewell for those departing.

Aloha Tower would serve as Hawaii's official greeter, and in a more practical way, as a harbor control point. Standing at 184 feet two inches with a 40-foot flag staff topped by a time ball, Honolulu's "tallest skyscraper" officially opened in June 1926.

For four decades it was the tallest building not only in downtown Honolulu, but also in all of Hawaii. It was built on the water side of the piers at which most of the stately liners of the day docked.

The building is a slender, square-shaped tower topped by a domed cupola with balconied openings on all four sides. Below the cupola is a large clock, a face on each side.

Cast in bronze, each face of the clock is 12-feet, six-inches in diameter and when illuminated at night can be seen four to five miles.

Between each clock face and cupola balcony, etched in letters big enough to see for some distance in any direction, are the letters A-L-O-H-A.

Although built primarily as a symbol, Aloha Tower also had a more practical function. Rising opposite the entrance to Honolulu Harbor, it has a commanding view of the whole harbor and a front row seat on all arrivals and departures.

The cupola observation deck has served since it was built as a maritime communications and harbor control center. In the meantime, a burgeoning maritime industry was busy forging a lifeline for a growing Hawaii.

At the center of the activity, Aloha Tower became the welcoming beacon for visitors and returning kama'aina alike.

As time passed and the city grew, the tower still stood above the buildings and hubbub crowding

around it. Even when air travel replaced ocean liners as Hawaii's chief link with the outside world, and downtown Honolulu sprouted high-rise office buildings that dwarfed the aging tower, it continued to deliver its greeting. It remained a reminder to visitors and residents alike of softer and gentler times.

In 1994, Piers 8, 9, 10 and 11 became the sights of Aloha Tower Marketplace, a unique place to dine, recreate, congregate and celebrate.

The award-winning design of the marketplace capitalizes on its historic waterfront location, featuring life-size murals in Piers 10 and 11 and painted tiles depicting a Hawaiian marine life motif.

Bronze hula sculptures created by famed artist Pegge Hopper greet visitors, while more than 300 trees and 14,000 blooming plants adorn the marketplace.

"We have over 70 unique shops and restaurants and each of the restaurants offers nightly entertainment," said Brian Manoa, sales manager for Aloha Tower Marketplace. "We have some unique boutique shops that you can only find here."

Since the 1920s with the advent of luxury liners, "Aloha Boat Day," the arrival of a passenger ship, became a festive celebration shared by the whole community.

It was "the big event" in old Honolulu. People would even leave work to take part in the fun and the daily life of old Honolulu revolved around boat days.

Even today, the Royal Hawaiian Band plays, hula dancers sway and thousands of colorful streamers mingle with the scent of exotic flower leis to cast a spell over all of Honolulu.

"The Aloha Boat Days" committee is a non-profit organization that greets every cruise ship that comes in and because it is in our backyard, the Aloha Tower Marketplace is also part of the committee," said Manoa.

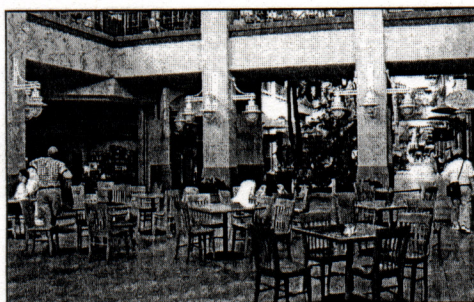
Rene Mancho, city councilwoman from the North Shore, is also involved in Aloha Boat Days. "She pretty much spearheads the whole thing. She acts as our master of ceremonies," Manoa added, "If a cruise ship comes in and drops off passengers and picks up new passengers, we do the 'Aloha Hawaii' ceremony as well."

Although the harbor remained Hawaii's vital maritime link with the rest of the world, it was no longer the focus of the community and the festive celebrations became only a fond memory.

Then, with the 1994 completion of Aloha Tower Marketplace, the focus came back and Honolulu has returned once again to its beginnings at the water.



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